

# EFFECTIVENESS OF PUBLIC RELATIONS IN CREATING AWARENESS AMONG PETROSAINS'S CUSTOMERS

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## **ABSTRACT**

The purpose of this research is to know the effectiveness of Public Relations in creating awareness among Petrosains customers. As information, Public Relation is a systematic effort to create and maintain goodwill of an organization's various publics such as customers, employees, investors and also suppliers that usually through publicity and non-paid forms of communication. The main objective of this research is to identify whether Public Relation is an effective tool in creating awareness among customer at Petrosains. Otherwise, the objective of this research is to identify whether media is the most influencing tools in Public Relation and also to identify whether expert prescriber is the most influencing tools in Public Relation. The research is conducted by using non probability sampling and 50 of respondents have been asked by using questionnaire in order to gain information and feedback to the company. The questionnaire consists of question about the effectiveness of Public Relation in Petrosains in term of customer awareness, media and also staff or expert prescriber. The findings showed most of the customers were agree and satisfy that Petrosains has practiced effective Public Relations in creating awareness among its customers. Although the customers agree and satisfy with this, the company needs to improve and maintain the good way of its Public Relation if they want to build long-term relationship with their customers.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

In this study, it will show the way of Petrosains in promoting its business by using an effective of public relations. Petrosains is one of an interactive Science Discovery Centre that presents a story of science and technology of the petroleum industry in a fun way. It engages the people of all ages through the sound, sight, touch, smell and all aspect of the sciences from the world of dinosaurs to the amazing world of petroleum. This science discovery centre also provide its customers with a fully of science knowledge that can be practiced in human daily life.

So that, to develop Petrosains with successfully, an effective of public relations is very important to be practiced. Public relation is describe as building goodwill with a company's various publics, including consumers, employees, government officials, stockholders and suppliers. The overall goal of any public relations effort is to project a positive company image when dealing with such issues as community and government relations, employment practices, and environmental issues. According to Edward Louis Bernays who is the founding father of modern public relations, as a management function which showed the public attitudes, defines the procedures and interests of an organization and followed by executing a program of action to earn public understanding and acceptance. Petrosains also had doing the public relations from the internal areas to the external areas. By disseminating the right information with the right way to people, it will help in promoting this organization and also keep a good image of this organization.